

# THE LUBBOCK AVALANCHE

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LUBBOCK, LUBBOCK COUNTY, TEXAS, TUESDAY, JUNE 6, 1922.

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## LUBBOCK, IN THROES OF GIGANTIC BUILDING PROGRAM, IS GROWING

FOURTEEN BUSINESS HOUSES IN THE PAST SIXTY DAYS IS LOOKED UPON AS DAWN OF BUILDING ERA

## TRADE TERRITORY MUST BE EXPANDED

Present Industries, While in Infancy, Have Added Enormous Wealth to the Plains and Small Farmers are Stressing Their Development Which is Proving Very Profitable.

That Lubbock is in no way associated with the "still dead" towns of the present day is seen from the fact that within the last sixty days, eleven brick, one stucco and two frame business houses have been put under construction, some of which are now completed, and housing thriving business enterprises, while others are barely started, but they will all be occupied by the time fall business picks up, and old Lubbock, the Hub City of the Plains, will hum with activity never dreamed of by the most optimistic citizens of the town, and the poor old boys who have been occupying all their time in calamity howling will be rocked to sleep by the vibration of these activities, possibly to wake up in a state of progressive consciousness that will prove their past indulgence in knocking.

A survey of the city limits will convince one that a real building boom is on, a campaign to make Lubbock the most beautiful residential city in Texas seems to prevail, for with these modern, substantially built business houses are going up a proportional number of residences, that are being finished in the most artistic manner possible, with shrubbery of all kinds being added to the building site, and mid-spring, with its indications of the approach of summer has found the homes of Lubbock prepared for the growing season for all kinds of flowers, and a walk through our popular residential sections will convince one that the recently adopted slogan of one of the leading civic agencies to make Lubbock "The City Beautiful" is everywhere in evidence.

Substantial homes, beautiful yards, happy, progressive and prosperous people are leading characteristics of Lubbock, and unless one's heart is in tune with the spirit of the times he certainly cannot realize the beauty of Lubbock and the greatness of her people, but the psychological effect of coming in contact with optimism is always to make an optimist of one, and the fact that newcomers are at once, almost instantaneously "sold" on Lubbock is attributed to the fact that it is almost impossible to find a Lubbockite sounding anything but commendations of his home town, and after the newcomer has been here for a few days his body, soul and mind are so thoroughly enveloped with the gladness of being a citizen of Lubbock, he likewise becomes a town booster, and the endless chain of pleased citizens is reinforced with another substantial link.

The Avalanche is proud of the progress Lubbock is making as a town, and the recently launched campaign to expand and develop her trade territory is received with applause by everyone who knows the situation as it exists—Lubbock is a big town, and must have a big trade territory to carry out her ambitions. Our trade is now good, and increased developments within a few miles of the city limits are adding their lot to the growth of the town, but Lubbock merchants are not the kind that stop at an achievement, but make that one another step to reach a higher vantage point that success might ultimately be realized.

Unless one is aware of the trade the newly developed industries are bringing to our people they cannot know how to be optimistic about the future of this city—but a close observer will notice the increased business the transportation agencies are enjoying in hauling Lubbock county products to foreign markets. The products that are now known to be profitably produced here, while a few years ago it was believed the marketing of these products, namely milk, butter and eggs, was only a little job for the industrious housewife. That things have changed can be seen from the fact that large loads of cream and eggs are sent through the local express company every day, and the bankers will testify to the fact that all the small farmers who are putting extra stress on producing and marketing these products are at the head of the list of big depositors, and home owners that have no fall notes coming due to worry about.

These things combine to make the present building program necessary, for on the Plains farmers, ranchmen and merchants cooperate to make just as big showing with their home towns as it is at all possible.

Come to Lubbock and be associated with the people who know how to build and be prosperous.

## BUILDING ACTIVITY IN BROWNFIELD INCREASES

Brownfield, June 2.—Building activities in Brownfield, has begun. The American Legion Hall is finished. The new gin is about complete and machinery is being installed. Ground was broken Monday for a new brick store building on Main Street.

## SIMMONS OFFERS JUNIOR CABINETS TO CONTESTANTS

In this issue of the Avalanche is an advertisement of the Simmons Furniture Company explaining his method of procedure to carry out a "Cabinet Contest."

Girls from ten to fourteen years are eligible to enter this contest, and the details for getting votes will be worked out at the store, the girl getting the largest number of votes to receive a beautiful Junior Kitchen Cabinet, which is built on the same plan as the full size cabinets offered for sale at the store. They are very attractive affairs, and built for service, features which will attract the attention of all entrants, and prompt them to hard work for the winning.

Simmons has been working out a systematic salesmanship plan for his store for many months, and has devised many successful plans, but this is one in which he is enlisting the assistance of these contestants with a square deal for all participants, who will be boosters for that store long after the contest is closed.

## LUBBOCK COUNTY FARMER LOST PART OF CROP

E. E. Jones was in town Saturday from his farm seven miles west of town. He had a fine stand of cotton and feed, to which irreparable harm was done by the hail and rain Thursday night. Twenty acres of cotton was covered with washing soil, while ten acres that had been planted a little longer was beaten into the ground by the hail, together with twenty acres of feed.

Mr. Jones is not the kind that gets "down in the mouth" because of a difficulty or disappointment, and we certainly had to be told that his crop was damaged, as his optimistic appearance didn't indicate anything more than that everything was going along fine and dandy.

There is yet plenty time in which to raise good cotton in Lubbock county, and these men realize it, and even if it is a little disappointing to lose so much that had been accomplished by hard work, those fellows have a lot of energy left, and are not crying about spilled milk.

## LAMESA MAN BADLY HURT BY KICK FROM MULE

J. L. Clements, of Lamesa, was brought to a Lubbock medical and surgical institution Sunday, with a badly bruised face as the result of a mule kick in the eye Friday.

The animal certainly had what it took to deal a hard blow, as Mr. Clements was not very close to the animal, and the tip end of the foot crushed the face around the eye.

We are in hopes he will recover immediately. At this time his condition is still considered dangerous.

## 540 TO BE GRADUATED AT TEXAS UNIVERSITY

There are approximately 540 students in the University of Texas who are approaching the completion of requirements for degrees to be conferred by the University this June among the number there are 338 enrolled in the college of arts as candidates for degrees 1922 commencement; 63 enrolled in the college of engineering; 88 in the school of law, and 53 enrolled in the graduate school of the university.

## LINOTYPE OPERATORS GO TO EL PASO AND CORPUS

R. E. and F. C. Wester, of Amarillo, passed through Lubbock the first of the week accompanied by their families, on an automobile trip to El Paso and Corpus Christi. Both men are Linotype operators. R. E. going to El Paso to work in one of the big shops of that city, while F. C. will go to Corpus Christi and work on a newspaper there. These men are brothers of Woody Wester, night operator on the Avalanche, the three brothers have reputations for quality and quantity of work among the publishers of Texas, and are valuable assets to any shop in which they work.

Mr. Hendricks, of Brownfield, left a local sanitarium Monday for his home after having spent two weeks there under care of specialists. He is able to go about his work with new pep, and will assume his duties as an officer in the First National Bank, of that place.

If the Genoa Conference wants any expert advice on finance, Jack Dempsey and his manager, who are now in Europe, could tell them a few things—New York Evening Post.

## Yes, Sir, Here They Are At Home Again Hubbers Open Seventeen-Game Series Today—Nitros First For Four Games.

Well, boys, here they come again. The Hubbers return today, and open up a seventeen game series here, Ranger being the first victim for four games. Our boys have certainly made a reputation for themselves on this last trip away from home, returning to us having held their percentage better than any other team in the West Texas League, holding the Eastern clubs in their own back yards for the heaviest end of all games played while away, showing that they are in there all the time with a well oiled hub and with spokes that are not so easily jerked out of place.

"Sport" Woodrider, our own hometown "Babe," has certainly shown himself to be the invincible with that "Per" arm of his and his wonderful "Ironhead," having piled up seven victories with not a one lost.

John King, the "Pep Wagon," who not only is leading his own club in hitting, but tops them all in the West Texas League, leading the hitting column by a good majority, is still in there, but seems to be minus those "Blue Darters" that he clouted to the four corners of every lot in the circuit last season for many extra bases. But John says, "stay in there, I'll do it yet."

Little "Chimney" Battle, the country lad, as he is sometimes called, is certainly covering that second sack—as if he was playing "keeps" with the boys, and is going to keep 'em.

Around the circuit "Charlie" seems to be scuffling along, for when Sam Langford comes up, he has been bothered with them. Fans at other places class him with "Mun-o-War," as he usually clouts them over the pullings, having seven homers to his credit this season.

Then down around the busy

corner, Earnie and Emmer seem to be having one wonderful time—reminds a fan of a brigade of fly swatters helping themselves to the prunes. Earnie has a slack wrist stunt that would make Niagara Fall, when Emma is coming after a hot one. Then Sled goes from behind his cage charging the young ones. I tell you, folks, we will keep them going—and any time Sled gets that bunch of Gassers on his hip with Brown's home way of doing things, while Brooks is playing in ahead of him. Boys, I just tell you, "the gas will cease to flow," as we will have to get 'em "hipped."

Didn't know we had a "bumping post" on the club, did ye? Well, we have, and when these other clubs can't get it run by the "umps," and each man simply takes a bump at it until—Gosh Darn, they have finally got Bobb Speckle bumped out. Evidently, Bobby has them on his hip.

Bart Green gives the Gran' Stand a thrill occasionally by his hitting, but it seems Bart hasn't had his mind on his business all the time. His mind has probably been back in the Hubbers' home town. Newlyweds usually have, you know. There's a reason.

Our twirlers have been going good, but remember, we have Joey Cantrell now that our fans haven't had the pleasure of seeing on the rubber mat. So, take about two hours off each day for the next seventeen games, and we assure you that to see these Mound artists, consisting of "Swede" Swenson, Joey Cantrell, Sport Woodrider, Bart Green, and Alberts, all go so blooming good that you will absolutely see them take the "E" out of Eagles, the Buzz out of the Buzzers, and explode the "Gas" from the Gassers. Come out this afternoon and see the Nitros go under.

## TERRELL GROCERY SOLD TO CHILDRESS MAN

W. H. McConnell, of Childress, Texas, is here this week, and closed a deal with W. A. Terrell for his grocery business on Avenue I, second door north of the Avalanche office, and took charge of the store Monday. Mr. Terrell will continue in the second hand furniture business, and use part of the same building, we understand for a while at least. Mr. McConnell will move his family to Lubbock as soon as he can make arrangements for a house for them to occupy.

## "EVERYTHING IS FINE AND DANDY," SAYS MR. POTTS

J. B. Potts, one of the farmers who has been in Lubbock county long enough to discover the fact that there is no place in the state that can beat this section for farming, was in town Saturday transacting business.

"Everything is looking fine and dandy, and I don't believe I was ever happier," is the way he summed up the situation as it now exists in his community.

## PASTOR OF LOCAL CHURCH RETURNED FROM AMARILLO

J. T. Smith, pastor of the Lubbock Church of Christ, returned Monday from Amarillo, where he has been the past two weeks holding a meeting in the church of that fair city.

The pastor is well pleased with results of the meeting in which nine baptisms and twelve returns to the church were accomplished. He is a hard worker, and no doubt the success of that meeting is more than anything else attributed to the effort, sincerity and faithfulness with which he went about his work.

## Lubbock in Line to Get a Textile Mill Builders of the Planters-Merchants Mills Are Very Enthused Over This Section

agreeable with all whom he has discussed their plans of carrying on the work toward establishing a mill at this place.

With such men as Major Ransopher attracted to West Texas through the feasibility of establishing big manufacturing institutions in Lubbock, it is indicative of the fact that there is something here beyond the imagination of conception of many local people.

Lubbock is taking her place at the head of the towns that do things, and it is up to the people to see to it that there is something done to keep at least a minor part of the enormous wealth that is produced here annually, at home.

While the writer is not a mill man, and knows absolutely nothing about the fundamentals of that business, we can easily figure that with West Texas becoming recognized as the most practical farming section anywhere, it would be a good idea, and a practical idea, to devise some means of turning the products of our fields into marketable merchandise before it is put into the hands of the transportation companies, and keeping the people's money somewhere near the source from which it comes.

The Lubbock trade territory is proving more attractive to the outside investor every day, the latest thing on the horizon to come up to the people of the Plains, however, is the possible establishment of one of the Bluebonnet Gingham Mills of the Planters and Merchants Mills, of San Antonio, now operating one of the mills at New Braunfels, Texas.

Major S. M. Ransopher, president and general manager of the corporation was in Lubbock last week, and after taking a trip of inspection over the trade territory of this hustling city, decided that the next mill would be located in this section, if everything can be worked out to that end.

The Planters and Merchants Mills are desirable institutions for a cotton producing section, and it certainly is time West Texas people call a halt on the products of this state being shipped across the continent to be manufactured into the articles we need every day, to be purchased by the cotton growers who get twenty cents a pound for their cotton when things are at their best, who turn in and buy the same cotton back at from one to five dollars per pound.

Monte Bailey has been in Lubbock the past three months working on this proposition and it is certainly

## LUBBOCK TRADE TERRITORY HIT BY HEAVY RAIN AND HAIL THURS.

MANY ACRES OF GROWING CROPS DESTROYED—PLANTING WILL BE RESUMED BY INDUSTRIOUS FARMERS

## FALL BUSINESS WILL NOT BE AFFECTED

Cotton and Feed Crops Have Plenty Time in Which to Make Abundant Yields, and Plenty Energy is All That is Necessary to Put the 1922 Crop into Condition That Existed Before Storms.

## ALLEN TO BUILD SEVEN THOUSAND DOLLAR HOME

Further indications that our good townsman, A. W. Allen, of the Allen Filling Station, has been severely bitten by the building "bug" is emphasized in the fact that he has had Contractor Noey working on plans for a seven thousand dollar residence to be built somewhere in the north part of Lubbock, preferably Broadway.

The plans were completed last week and mailed to Mrs. Allen who is at their home in Wichita Falls, and as soon as it is learned what disposition she makes of the plans the work will begin on the structure.

Mrs. Allen will be heartily welcomed to Lubbock, and we are sure the leading people in Lubbock society will welcome the completion of the nice residence, which we learn she will occupy immediately after its completion.

## WELL KNOWN LUBBOCK WOMAN DIED SUNDAY

Mrs. L. B. Phillips, for the past eight years a resident of Lubbock, passed away at her home here Sunday, June 4th.

Mrs. Phillips was born in Kentucky, April 8, 1869, coming to Lubbock in 1914, and for the past four years has been an invalid, the end of her life was not a surprise to her many friends, whose high regard for the invalid was stimulated by her buoyant spirit, she having remained cheerful to the end, a commendable characteristic that is more beautiful when possessed by an invalid.

The deceased leaves a daughter, Mrs. May Wilson, of Lubbock, four sons in different places in the States, and a host of friends and admirers to mourn her loss.

The Avalanche extends deepest sympathy to the bereaved ones.

## KU KLUX KLANSMEN ENTER CHURCH AT SLATON SUNDAY

Sunday night during a cooperative meeting held in the Methodist Church at Slaton, by the Methodist and Baptist denominations at that place, eight Ku Klux Klan members, dressed in full uniforms, entered the church, and presented the Baptist pastor, who was preaching at that time, with a letter containing one hundred and ten dollars, with instructions that the money be equally divided between the two churches.

A copy of the letter was mailed the Avalanche Monday, but reached our office too late for publication. It will appear in our next issue.

## LOCKNEY DEALERS PAY LARGE SUMS OF MONEY FOR HOGS

Lockney, June 2.—Frank Dodson, member of the firm of Dodson & Teaver, is authority for the statement that during the month of April his firm paid out \$40,000 for hogs marketed here. All the shipments made by Dodson & Teaver county is now challenging any other county in the state to show a greater number of hogs marketed in 1922 than she will market. The challenge has been sent to the West Texas Chamber of Commerce.

## LITTLEFIELD COUPLE DONATES PARK SITE TO COUNTY

Mr. and Mrs. Arthur Duggan of Littlefield, have offered the Commissioners' Court a tract of twenty-four acres of land for a county park. This land has a large lake on it and is susceptible to being converted into a very beautiful park and playground. The tourist camp will be located in the park and the whole park highly improved by the County and Community Civic Clubs.

## WEDDED BUT KEPT IT SECRET FOR A YEAR

Floydada, June 2.—Announcement was made in Floydada the past week of the wedding of Miss Lucille Wimberly of Floydada, to Joe Weddington of Terrell, on August 29, 1921. Miss Wimberly and Mr. Weddington were secretly married, and Miss Wimberly taught school in Floydada the past session. The announcement came as a surprise to the people of Floydada and of Terrell, where Miss Wimberly was well known.

Miss Pearl Twist and Ed B. Syrett, representing the Devco & Reynolds paint company, arrived in Lubbock Thursday morning, and immediately set to work making arrangements for the Devco Demonstration given at that store from Thursday afternoon until Saturday evening.

A big majority of the folks are engaged more or less all the time in explaining things.

The entire section of the Lubbock trade territory, together with other big crop producing sections of West Texas, was visited by heavy rain and hail last week, Thursday and Sunday nights being the time in which most damage was done.

The Thursday's hail and rain storm swept away thousands of acres of growing crops in sections, while farms only a few hundred yds. from the hail zone were only partially harmed by the flooding down pour of rain.

Beginning in the Muleshoe country and drifting in about a ten mile trip to the Post sections, crops were swept out in its wake, but thanks to the unmatchable soil and climate of this great country, it is not too late to plant cotton that will yield from one-half to a bale of cotton per acre, and two feed crops can be made on the same land before the fateful visit of Jack Frost to the Plains, a characteristic that is one of the great ingredients that makes the great South Plains depended upon as a winner in every circumstance.

Through the courtesy of "Tel" Phillips, manager of the Lubbock office of the Southwestern Bell Telephone Company, we were given reports from Post, Slaton, Brownfield, Littlefield, and Tahoka, the same conditions prevailing in those sections that are in Lubbock county—some crops unharmed by either hail or rain, and other literally beaten into the ground or washed away.

The Tahoka country, as we understand, was not hurt by the Thursday night storm, as only a heavy rain with little wind, visited that section, while the Sunday night storm was very destructive, beating down growing crops, and washing the land that was planted, but on which no crops were growing.

Brownfield was an exception, as no hail fell in that territory, considerable damage was done by the heavy rain Sunday night.

The Slaton community was missed by the hail, and crops are in good shape in spite of the heavy rains.

The Grandland community, near Post City, where it is reported the crops were practically all laid by and growing, was the scene of the heaviest storm of the season, downpours of hail and rain literally destroyed every foot of field in that section, according to reports.

Lubbock county was hit in spots. The Lindsey ranch, ten miles west, where a large crop was planted, was washed by the heavy rains, and nothing that was not well along in growth or up, is left to show for the work that had been done by the energetic farmers on the ranch.

Four hundred acres of cotton, corn, sudan and other crops that had been planted early, the cotton having as many as six leaves, and the corn and sudan at a height of about twelve inches, on the John P. Lewis farm in the Woodrow community, was hauled and washed out, Mr. Lewis having been wired of the conditions, has instructed that the place be replanted to about the same crops, and seed was rushed to the place, the work of replanting to begin as soon as the ground is dry enough to be worked.

While many thousands of acres were destroyed by these storms, the Plains section will suffer very little on account of the loss, so far as fall business is concerned, as all the farmers are able to replant in a short time, and they as individuals are losing only the time required for replanting and the initial cost of the seed.

Lubbock county is coming to the front, and we would not want anyone to think that our people can be set back by as small a thing as the loss of a few hundred acres of planted crops, as there are no calamity howlers here, and these men are going back to their fields as soon as the ground is dry enough and plant what bids fair to be the biggest crop in the history of farming on the Plains.

Miss Ima Smith, of Conley's Dry Goods Store, left last week for San Angelo, where she will spend a two weeks vacation. Miss Smith is a sturdy worker, always looking out for the better interests of the customers of that business, and the rest is a well deserved one.

E. G. Abbott, of Abilene, was in Lubbock last week to visit his twin brother, Ed C. Abbott, of the Lone Star Stage Line. The Abbott brothers are live wires, and we are glad to note that the resident of Abilene seems favorably impressed with conditions in Lubbock.

New York had 91 murders in 24 days; the other two days, no doubt, being holidays. Newspaper Enterprise Association.